How to Use Social Media and Institutional Web Presence to Highlight A/I Relating to Fellowship Programming and Beyond

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Disclosures

• Social Media Medical Editor – American Academy of Allergy, Asthma and Immunology
• Consultant – ARS Pharmaceuticals, Before Brands, Novartis
• Associate Editor – Annals of Allergy, Asthma and Immunology
• Honoraria – ACAAI, AAP, AAAAI
• Non-financial:
  • Member – Joint Task Force on Practice Parameters for Allergy and Immunology
  • Member – Board of Regents, American College of Allergy, Asthma and Immunology
Learning Objectives

Produce social media and institutional web presence to highlight A/I fellowship training

Dave’s Objectives

- Offer thoughts on social media best practices
- Explore options for how A/I fellowships can "beef up" our web presence
- Time for Q & A and specific advice
March 8, 2020

AAAAI Cancels the 2020 AAAAI Annual Meeting

After continuous monitoring of the evolving situation with the coronavirus disease 2019 (COVID-19), the American Academy of Allergy, Asthma & Immunology (AAAAI) is announcing today that it has made the decision to cancel its 2020 Annual Meeting that was scheduled to take place March 13-16 in Philadelphia, Pennsylvania.


https://www.whitehouse.gov/briefings-statements/remarks-president-trump-address-nation/
March 11, 2020
Tom Hanks
@tomhanks

Hello, folks. Rita and I are down here in Australia. We felt a bit tired, like we had colds, and some body aches. Rita had some chills that came and went. Slight fever too. To play things right, as is needed in the world right now, we were tested for the Coronavirus, and we found to be positive.

Well, now. What to do next? The Medical Officials have protocols that must be followed. We Hanks’ will be tested, observed, and isolated for as long as public health and safety requires. Not much more to it than a one-day-at-a-time approach, no?

We’ll keep the world posted and updated.

Take care of yourselves!

Rita!


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Los Angeles Times

NBA suspends season indefinitely over coronavirus pandemic

March 11, 2020
WELL, WELL, WELL. I GUESS WE’RE ABOUT TO FIND OUT WHICH MEETINGS COULD HAVE BEEN EMAILS AFTER ALL
NRMP supports AAMC interview guidance for 2022-23 residency selection cycle

May 16th, 2022

1. Programs should conduct virtual interviews for all applicants (including local applicants) for the 2022-23 cycle.

2. Hybrid interviewing within the same program is strongly discouraged for the 2022-23 cycle.

3. Programs should share their interviewing plans with applicants clearly and early, preferably when application requirements are released.

4. Programs should prepare for the interview cycle by reviewing resources on anti-bias practices, best practices in creating and implementing virtual interviews, and creating tools for recruiting in a virtual context.

5. Organizations should commit to collaborative research to explore key aspects and outcomes of in-person and virtual interviews.

What Does the Future Hold?

| 100% in person | • Interpersonal communication  
|                | • Visit city/program          |
| Hybrid         | • Best of both worlds        |
|                | • Can pick and choose        |
| 100% virtual   | • Equitable                  |
|                | • Less expensive             |
|                | • We made it this far        |

“An innovation that creates a new market and value network and eventually disrupts an existing market and value network, displacing established market-leading firms, products, and alliances.”

Disruptive Innovation is All Around Us

The Disruption Has Already Been Happening…Whether You Like it or Not
If We Want To Stay Relevant, We Need To:

**Evolve**
- Embrace technology

**Meet our prospective fellows where they are**
- Improve access
- Use the same platforms they use

What is Social Media?

• An out of control train that was created for the sole purpose of keeping people engaged as long as possible

• But...whether you love it or hate it, it's not going away

Before We Go Any Further…

Know your institution’s social media policies
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Our Experience…
Strategies for Social Media Success

• How are you going to present yourself?
• Think about your handle very carefully
• Who is responsible for updating content and replying
  • Nothing worse than an inactive user
• What is the reason for joining social media?

https://www.pediastcastcme.org/hcsm/
How many people are we actually going to reach?
Who Is Your Target Audience?

- All trainees
- Colleagues in A/I
- Prospective applicants

Social Media Logos:
- Twitter
- Facebook
- Instagram
- TikTok
Consider: Search engine optimization!

What Is Your Message?

- Teaching
- Research
- Program activities
- Presentations
- Highlight personalities
Virtual Tours

Allergy and Immunology Fellowship

This is our allergy and immunology clinic at The Ohio State University, where our fellows spend the majority of their clinical time on adult rotations. Our allergy and immunology fellows spend approximately 80% of their time in clinical activity, and out of the clinical time, 50% is spent at Ohio State and 50% is spent at Nationwide Children's Hospital. The allergy clinic is offsite at Ohio State, but only a short 5-minute drive from the hospital for any consults that need to be seen in person. The clinic is located on the same floor as ENT, which helps to coordinate care for our many shared patients. In our clinic, we see a diverse set of clinical problems, ranging from common diagnoses such as allergic rhinitis and drug allergy to extremely rare immunologic disorders. As a fellow, you will see the entire breadth of patients, not only in the allergy clinic but also...
Highlight Your Program
Allergy and Immunology Fellowship
(Minnesota)

Alumni

Contact
Miguel Park, M.D.
Program Director

Kimberly Erickson
Education Coordinator
Phone: 507-254-4966
Email: erickson17@mayo.edu

Alumni of the Allergy and Immunology Fellowship program in Rochester, Minnesota, have gone on to practice, teach, and conduct research across the United States.
Think Like Your Audience

- Use search engines to look for information related to your platform(s)
- Search social media channels for hashtags and content
- Check out what everyone else is doing
Sources of Information to Curate & Share

- Professional organizations
- Infographics
- Media reports
- Research studies
- Articles from vetted online resources
- Research from your program

Blog Posts

700 Children's® – A Blog by Pediatric Experts
Posts About *Allergies & Asthma*

Source:
https://www.nationwidenewchildrens.org/family
Share Visuals

• Social media is a visual medium
• Infographics
• Pictures from didactics, presentations, etc
• Videos
Advocacy

• Great way to raise awareness
• Promote hashtags and awareness days/weeks through your program’s account
• Topical
• Get involved in online journal clubs, Twitter chats, etc

Dave’s Secret to Building a Following

Provide Valuable Content
Bringing It All Together

• Curating an impactful presence on social media as a training program is an essential part of today’s world
• Consistent effort with purposeful strategies = increased following over time
• YOU determine how involved you want to be…and always revisit your purpose and return on investment

https://theconversation.com/how-3-prior-pandemics-triggered-massive-societal-shifts-146467
Final Thoughts

- We are living in a time of disruption
- Many questions remain regarding what happens next
- Only some parts of the old model will fit with the future model
- Change is hard
- Progress is uncomfortable...inevitable
- Many will resist change...they always have and always will
Thank You